

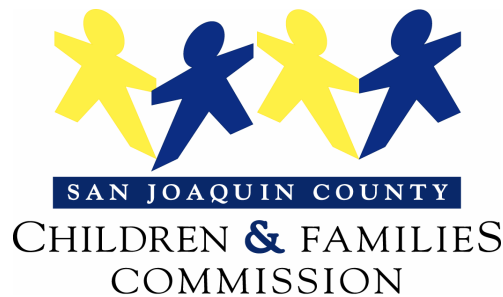


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December 1, 2001

Dear Health Service & Community Care Providers,

RE: KITS FOR NEW PARENTS

The California Children and Families Commission (CCFC) and San Joaquin County Children and Families Commission (Prop. 10) (SJCCFC) are launching an unprecedented statewide education campaign for parents and caregivers offering information and resources on nurturing and parenting that encourage positive early childhood development by making **free Kits for New Parents** available to all new parents in San Joaquin County.

Q: WHAT IS THE KIT FOR NEW PARENTS?

A: New parents often say they wish their babies came with instruction manuals...The *Kit for New Parents* was developed to help meet parent's need for practical resources on a wide range of topics, including maternal and child health issues, bonding and attachment, and child care. The *Kit* will place at each parent's fingertips a wealth of information regarding child development issues in a variety of formats – videos, brochures and informational reference materials.

The *Kit* is a bright red, yellow, blue, and green primary colored box approximately 11" x 9 5/8" x 6 3/8" in dimension. It includes brochures, toll free & local phone number resource guides, 6 videos, a parent guide handbook, baby's first book, and a multifunctional tote bag. The materials, developed with experts and early childhood development professionals, help translate the science of the early years into daily activities parents and caregivers can do to help ensure children are learning and ready to reach their greatest potential in school and life.

Q: WHAT ARE SOME OF THE TOPIC AREAS THAT THE KIT COVERS?

A: The *Kit* is a comprehensive parenting tool that focuses on key developmental areas. It contains six videos hosted by well-known child development experts and celebrities. The videos provide critical information on bonding and attachment, quality childcare, safety, health and nutrition, discipline and early literacy.

Video	English	Spanish
The First Years Last Forever	Rob Reiner	Gloria Estefan
Ready to Learn	Jamie Lee Curtis & LeVar Burton	Edward James Olmos
Quality Child Care	Maria Shriver	Cristina Saralegui
Safe from the Start	Gloria Estefan	Andy Garcia
Your Healthy Baby	Phylicia Rashad	Cristina Saralegui
Discipline	Dr. T. Berry Brazelton	Dr. Antonia Novello

Brochures designed to supplement the material presented in the videos are also included. The *Kit* also contains a *Parents Guide*, produced by the University of California, Berkeley that is designed to be used alongside local phone books to link parents to information and services in their communities. From having a healthy pregnancy to finding quality child care, the *Parents Guide* provides information, resources, useful phone numbers and Web site addresses that can help answer questions parents and caregivers have every day. In addition to the *Parents Guide*, SJCCFC is including a local resource guide with useful phone numbers for new parents, as well as a multifunctional tote bag.

Q: WHAT IS THE GOAL OF THE KIT FOR NEW PARENTS?

A: The *Kit* is intended to provide parents with information and resources that will help them raise children who are healthy, learning and ready to reach their greatest potential in school and in life. It is a resource parents can turn to when they have questions. The State was encouraged by reports from parents who participated in the *Kit's* pilot program.

Q: WHY IS THE KIT ONLY AVAILABLE IN ENGLISH AND IN SPANISH?

A: Our parent education campaign has two major components – the *Kit* program and the advertising campaign. The advertising component includes television, radio and outdoor ads in English, Spanish, Cantonese, Mandarin, Korean and Vietnamese. Radio ads will also be produced in Hmong and Lao, and newspaper ads will run in Cambodian, Thai and Tagalog.

The *Kit* is initially being produced in English and Spanish to meet the language needs of the majority of families in California. Nearly half of children under age five in California are Latino and research tells us that the majority of Latinos in the state speak Spanish at home. The State has plans to adapt the *Kit* in additional languages and is working with the State Commission's Advisory Committee on Diversity on adaptation.

Q: HOW DO PARENTS GET COPIES OF THE KIT?

A: San Joaquin County Children and Families Commission (Prop. 10) is leading distribution efforts at the local level through partnerships with hospitals, home visitation programs, parenting education classes, and other interested providers. The *Kit for New Parents* is available to all new parents in California through CCFC's toll-free information lines, **(800) KIDS-025** or **(800) 5-0-NIÑOS** or our local number **(209) 953-5437**

Q: WHEN WILL THE KITS BE AVAILABLE? HOW CAN I BE A PROVIDER?

A: The *Kits* are available in January 2002 to providers through San Joaquin County Children and Families Commission (Prop. 10) by calling **(209) 953-5437** and requesting a *Kits Provider Intake Form*. The *Kits Provider Intake Form* will need to be completed & returned to the SJCCFC. *Kits* ordered from the SJCCFC will have local customization items in addition to the standard *Kits*. A ***Kits Provider Intake Form*** is included for your convenience.

Standard *Kits* are available by calling (800) KIDS-025 or (800) 5-0-NIÑOS. Parents can also call the "800" number to order the *Kits* directly without the local customization items. 500,000 *Kits* will be produced initially – enough for the parents of *all* new babies born in one year in California.

Q: HOW LONG WILL IT TAKE FOR PARENTS WHO CALL THE TOLL-FREE NUMBER TO RECEIVE A KIT?

A: We expect that it will take about two to three weeks for providers to receive their *Kits*.

Q: WHAT DO YOU EXPECT FROM US AS PROVIDERS?

A: We are asking you to keep a list (voluntary) of the families that it is disbursed to and we will follow-up with a questionnaire in 3 to 6 months. It is important to note that this is a voluntary list and families interested in receiving a *Kits* will be able to receive one without listing their name.

Sincerely,

Lani Schiff-Ross
Children & Families Program Coordinator
im:Enclosure